

REMARKS/ARGUMENTS

Status of the Claims

The claims which the Examiner asserts lack unity under PCT Rule 13.1 have been cancelled without prejudice. The applicant will file a divisional application with respect to such claims in the not too distant future.

New claims 63-76 have been added which more or less correspond to original claims 2-15 originally filed and prosecuted in this application, but the independent claims now include limitations along the lines as those added to claim 1 herein.

Claim 1 has been amended to more clearly differentiate from the prior art cited in the official action. As amended, claim 1 now recites that: "said plurality of image items being made available to said content retailer for public merchandizing at said content retailer web site by at least one third party content provider" and wherein the at least one print product order by the retail customer "includes at least one of said image items made available for merchandizing by said at least one third party content provider."

This amendment clearly differentiates claim 1 from the primary reference cited by the Examiner, namely Garfinkle, which is concerned with reproducing images on behalf of a photographer as opposed to images "made available to said content retailer for public merchandizing at said content retailer web site by at least one third party content provider" as recited in amended claim 1.

Reconsideration is respectfully requested.

The Commissioner is authorized to charge any additional fees which may be required or credit overpayment to deposit account no. 08-2025. In particular, if this response is not timely filed, then the Commissioner is authorized to treat this response as including a petition to extend the time period pursuant to 37 CFR 1.136 (a) requesting an extension of time of the

Response to Official Action

Dated 14 September 2007

Re: USSN 10/088,715

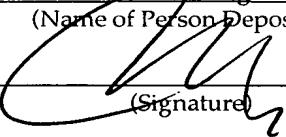
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number of months necessary to make this response timely filed and the petition fee due in connection therewith may be charged to deposit account no. 08-2025.

I hereby certify that this correspondence is being deposited with the United States Post Office with sufficient postage as first class mail in an envelope addressed to: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450 on

December 14, 2007
(Date of Deposit)

Richard Berg
(Name of Person Depositing)


(Signature)

December 14, 2007
(Date)

Respectfully submitted,



Richard P. Berg

Attorney for the Applicant
Reg. No. 28,145
LADAS & PARRY
5670 Wilshire Boulevard,
Suite 2100
Los Angeles, California 90036
(323) 934-2300 voice
(323) 934-0202 facsimile